

# The Shift

DATE: Tuesday, September 9, 2025  
LOCATION: Sutton Coldfield, West Midlands, GB

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## Event Description

The Shift is a premier conferences event in Sutton Coldfield. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** conferences

**Importance Rank:** 25/100

**Expected Attendance:** 56 people

**Event ID:** 7RcdSaRaJXPvPHsCfC

## Hotel Demand Indicators

**ADR Impact Index:** 3.6x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 22 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*